



KSHB-TV

ORDER

Print Date 08/31/12

Page 1 of 2

Flight Dates **09/18/12-09/23/12**

Contract / Revision **309787 / Attorney General Chris Koster**

Original Date / Revision **08/30/12 08/30/12**

Advertiser **Koster / Democrat / Attorney**

Agency **LUC Media**
 Buying Contact
25 Whitlock Place SW - Suite 201
Marietta, GA 30064

Agency **LUC Media**

Buying Contact

25 Whitlock Place SW - Suite 201
Marietta, GA 30064

Product

Agency Com 15%

Billing Contact

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **9/18-9/23**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	27	\$9,626.25	\$11,325.00	0.00	08/27/12	09/23/12	27	\$9,626.25	\$11,325.00
Totals	27	\$9,626.25	\$11,325.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	09/18/12	09/23/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	- 1111 - -	:30	4	\$350.00	P-2	0.00 NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- 1111 - -		4		\$350.00		0.00				
N 2	KSHB	09/18/12	09/23/12	Today Show Today Show	CM	7-9a	- 3333 - -	:30	12	\$425.00	P-2	0.00 NM	12	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- 3333 - -		12		\$425.00		0.00				
N 3	KSHB	09/18/12	09/23/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	- 1111 - -	:30	4	\$325.00	P-2	0.00 NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- 1111 - -		4		\$325.00		0.00				



KSHB-TV

Print Date: 08/31/12

Page 2 of 2

Contract / Revision **309787** Flight Dates **09/18/12-09/23/12** Hiatus Dates
Original Date / Revision 08/30/12/ 08/30/12 Order Sep 00:20:00
Advertiser **Koster / Democrat / Attorney General Chris Kos** Product **Attorney General Chris Kos** Estimate # **9/18-9/23**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 4	KSHB	09/18/12	09/23/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	- 1111 - -	:30	4	\$750.00	P-1	0.00	NM	4	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- 1111 - -					4	\$750.00		0.00				
N 5	KSHB	09/18/12	09/23/12	NBC Action News at 6p Sa Sa 6-630p	CM	6-630p	- - - - - S -	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- - - - - S -					1	\$125.00		0.00				
N 6	KSHB	09/18/12	09/23/12	Su Today Show Su Today Show	CM	7-8a	- - - - - S	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- - - - - S					1	\$175.00		0.00				
N 7	KSHB	09/18/12	09/23/12	Sun 8-9a Sun 8-9a	CM	8-9a	- - - - - S	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- - - - - S					1	\$225.00		0.00				
														Totals	27	\$11,325.00



KSHB-TV

ORDER

Print Date 08/31/12

Page 1 of 2

Flight Dates **09/24/12-09/30/12**

Contract / Revision **309791 /** **Attorney General Chris Koster**

Original Date / Revision 08/30/12 08/30/12 Agency Com 15%

Advertiser **Koster / Democrat / Attorney** Billing Contact

**25 Whitlock Place SW - Suite 201
Marietta, GA 30064**

Agency **LUC Media**

Buying Contact

**25 Whitlock Place SW - Suite 201
Marietta, GA 30064**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **9.24-9.30**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	30	\$12,622.50	\$14,850.00	0.00	08/27/12	09/30/12	30	\$12,622.50	\$14,850.00
Totals	30	\$12,622.50	\$14,850.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	09/24/12	09/30/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	1111--	:30	4	\$350.00	P-2	0.00 NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	1111--		4		\$350.00		0.00				
N 2	KSHB	09/24/12	09/30/12	Today Show Today Show	CM	7-9a	2222--	:30	10	\$425.00	P-2	0.00 NM	10	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	2222--		10		\$425.00		0.00				
N 3	KSHB	09/24/12	09/30/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	1111--	:30	5	\$325.00	P-2	0.00 NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	1111--		5		\$325.00		0.00				

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 4	KSHB	09/24/12	09/30/12	NBC Action News at 6p	CM	6-630p	11111--	:30	5	\$750.00	P-1	0.00	NM	5	\$3,750.00	
				NBC Action News at 6p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		09/24/12	09/30/12	11111--	5		\$750.00	0.00								
N 5	KSHB	09/24/12	09/30/12	M-F Late News	CM	10-1035p	1-1-1--	:30	3	\$1,100.00	P-1	0.00	NM	3	\$3,300.00	
				M-F Late News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		09/24/12	09/30/12	1-1-1--	3		\$1,100.00	0.00								
N 6	KSHB	09/24/12	09/30/12	NBC Action News at 6p Sa	CM	6-630p	-----S-	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00	
				Sa 6-630p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		09/24/12	09/30/12	-----S-	1		\$125.00	0.00								
N 7	KSHB	09/24/12	09/30/12	Su Today Show	CM	7-8a	-----S	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00	
				Su Today Show												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		09/24/12	09/30/12	-----S	1		\$175.00	0.00								
N 8	KSHB	09/24/12	09/30/12	Sun 8-9a	CM	8-9a	-----S	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00	
				Sun 8-9a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		09/24/12	09/30/12	-----S	1		\$225.00	0.00								
Totals														30	\$14,850.00	



KSHB-TV

ORDER

Print Date 08/31/12

Page 1 of 2

Flight Dates **10/01/12-10/07/12**

Contract / Revision **309793 / Attorney General Chris Koster**

Original Date / Revision **08/30/12 08/30/12**

Advertiser **Koster / Democrat / Attorney**

**25 Whitlock Place SW - Suite 201
Marietta, GA 30064**

Agency **LUC Media**

Buying Contact

**25 Whitlock Place SW - Suite 201
Marietta, GA 30064**

Product

Agency Com 15%

Billing Contact

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **10/1-10/7**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	32	\$9,647.50	\$11,350.00	0.00	10/01/12	10/07/12	32	\$9,647.50	\$11,350.00
Totals	32	\$9,647.50	\$11,350.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/01/12	10/07/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	1111--	:30	4	\$300.00	P-3	0.00 NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	1111--		4		\$300.00		0.00				
N 2	KSHB	10/01/12	10/07/12	Today Show Today Show	CM	7-9a	2222--	:30	10	\$300.00	P-3	0.00 NM	10	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	2222--		10		\$300.00		0.00				
N 3	KSHB	10/01/12	10/07/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	1111--	:30	5	\$275.00	P-3	0.00 NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	1111--		5		\$275.00		0.00				



KSHB-TV

Print Date: 08/31/12

Page 2 of 2

Contract / Revision **309793** Flight Dates **10/01/12-10/07/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:20:00

Advertiser **Koster / Democrat / Attorney** Product **Attorney General Chris Kos** Estimate # **10/1-10/7**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KSHB	10/01/12	10/07/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	11111--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11111--			5			\$400.00		0.00			
N 5	KSHB	10/01/12	10/07/12	M-F Late News M-F Late News	CM	10-1035p	11111--	:30	5	\$650.00	P-3	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11111--			5			\$650.00		0.00			
N 6	KSHB	10/01/12	10/07/12	NBC Action News at 6p Sa Sa 6-630p	CM	6-630p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-			1			\$250.00		0.00			
N 7	KSHB	10/01/12	10/07/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S			1			\$125.00		0.00			
N 8	KSHB	10/01/12	10/07/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S			1			\$150.00		0.00			
Totals														32	\$11,350.00